



AHCL/ SE/7/2025-26

May 19, 2025

The National Stock Exchange of India Limited "Exchange Plaza", C-1, Block G Bandra-Kurla Complex, Bandra (E) Mumbai 400 051 ISIN: INE098F01031	BSE Limited Department of Corporate Services 1 st Floor, P.J. Towers, Dalal Street, Mumbai 400 001
Symbol : AMRUTANJAN- ISIN: INE098F01031	Scrip Code: 590006- ISIN: INE098F01031

Dear Sir/ Madam,

Sub: Investor Presentation for the Quarter ended 31st March 2025

Pursuant to Regulation 30 read with Para A of part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we hereby enclose the investor presentation for the Quarter and year ended March 31, 2025.

Request to take the above on record and acknowledge.

For **Amrutanjan Health Care Limited**

S Sambhu Prasad
Chairman cum Managing Director



Amrutanjan Health Care Limited

Investor Presentation

Quarter & Year Ended 31st March 2025

Date: 15th May 2025

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a. Business Update

- 1. Segment Performance**
- 2. Activities**
- 3. Operations**

b. Financials

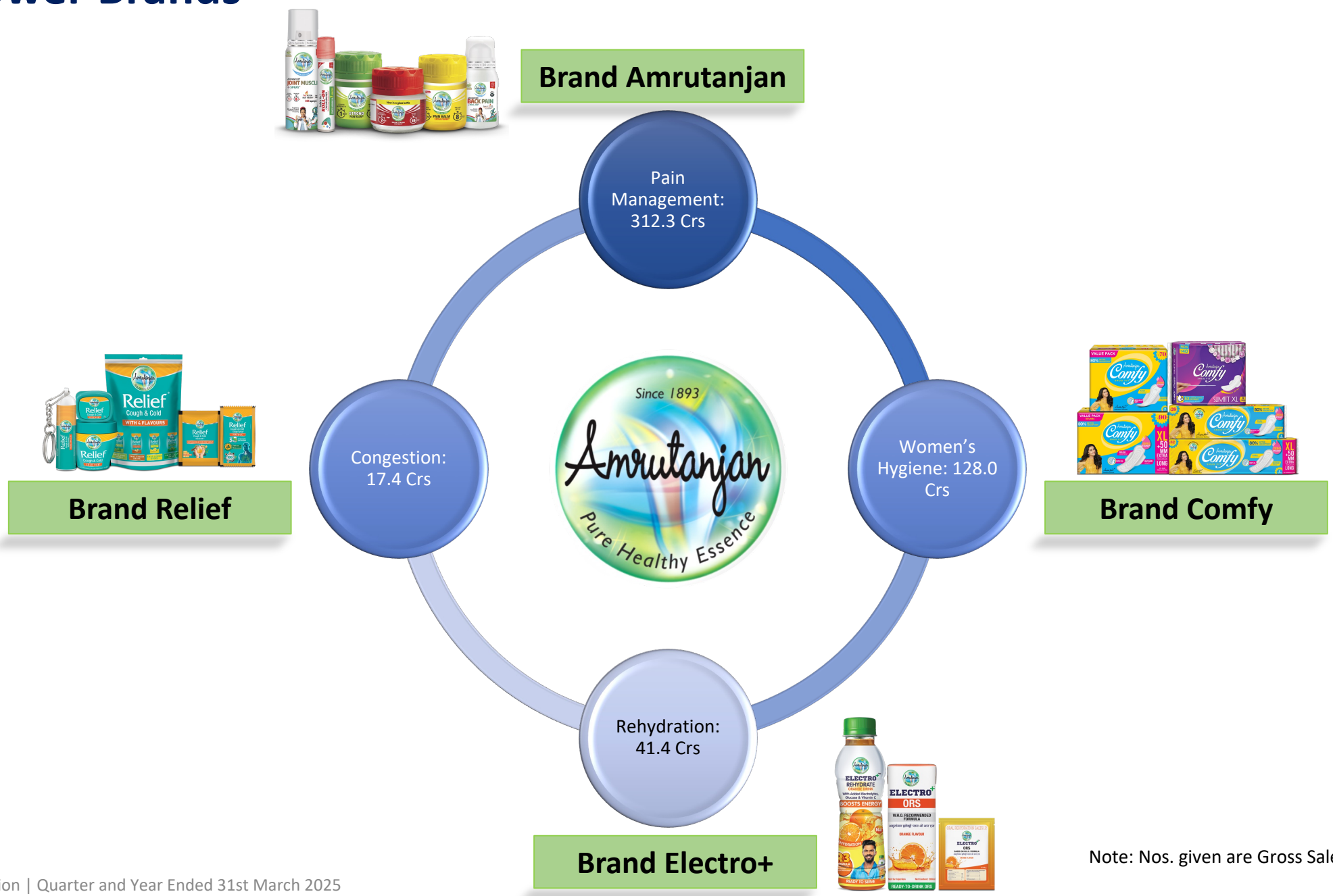
- 1. Q4 FY25 Performance**
- 2. FY25 Performance**

c. Management Commentary



Business Update

AHCL Power Brands



Note: Nos. given are Gross Sales

FY 24-25: Growth driven by all Categories



Pain Management



Brand Amrutanjan

Growth FY '25



Congestion



Brand Relief

Growth FY '25



Women's Hygiene



Brand Comfy

Growth FY '25



Rehydration



Brand Electro+

Growth FY '25






Segment Performance: OTC



Head Category (Brand Amrutanjan)

Category Volume Growth is back: **6%*** (MAT March 25) Vs. **0.8%** MAT March 24

 Amrutanjan's Value Growth was better than the Key Competition

Internal Growth Drivers:
Small SKUs (1ml & 4ml)  **20%**
Head Roll On  **7%**




Increased media spends (TV+Digital) resulted in doubling the Per Dealer Offtake (PDO) value growth:
8.5%* in MAT March 25 Vs 4% YA

* IQVIA





Body Category (Brand Amrutanjan)

Amrutanjan's Volume Growth is **19.6%*** (MAT March 25) Vs. **10.1 %** during previous year
Led by distribution growth and brand pull

Internal Growth Drivers: All-round Growth
Maha Strong  **12%**
Back Pain Roll On  **18%**
Sprays  **24%**



Congestion (Brand Relief)

Internal Growth Drivers:
Relief Inhaler  **14%**
Relief Mint  **40%**


Segment Performance: Women's Hygiene and Rehydration



Women's Hygiene (Brand Comfy)

Fastest growing category in Amrutanjan's portfolio

Internal Growth Drivers:

Comfy XL Variant  **59%**

Comfy Slimfit  **~2X Growth**

Increase in XL Variant's contribution to Overall Comfy: 31% in FY '25 Vs 23% YA

Women's Hygiene Category contributed to 1/4th of AHCL in FY '25 with an increase of **200 Basis points** over the previous year



Rehydration (Brand Electro+)

Growth led by Orange variant

New Products launched in Q4 FY '25, contributed to 9% of the overall Electro+ brand

Complete Rehydration Portfolio with new launches



New SKUs and Variants to address diverse consumer needs



APPLE

ORANGE

Low Unit Pack to make
Electro+ accessible

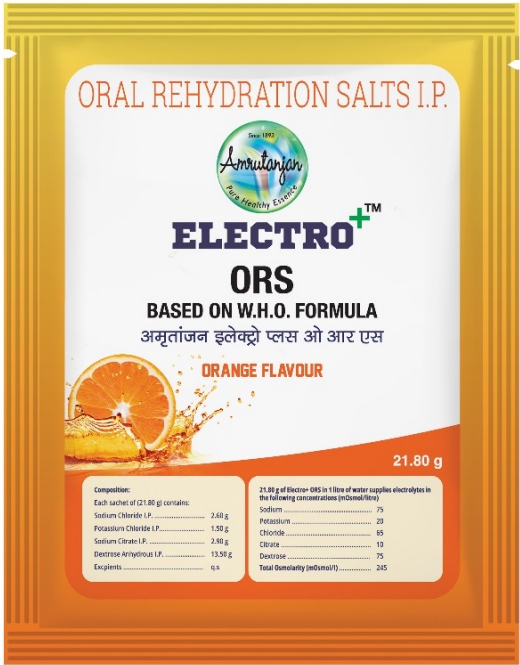


APPLE

W.H.O. ORS (Liquid)



ORANGE



ORANGE

W.H.O. ORS (Powder)

Marketing Interventions: Head and Body



High Impact Properties: TV

- Objective: To build Awareness and Consideration
- Markets: Key States of AHCL's Pain Category



Big Boss Kannada

High Impact Properties: On-ground

- Objective: To build Awareness and Consideration
- Markets: Key States of AHCL's Pain Category



Outlet Branding



Metro Branding



Reality Show in AP TG



Rural Van



Outlet Branding



Sampling: Head and Body



Sampling: To Drive Awareness and Trial



Sampling in High Footfall areas and IT Parks



Marathon Sampling



Sampling in Pilgrimage



Sampled ~4 Lakh Consumers through all the activities

Marketing Interventions: Women's Hygiene



In-Store Activations: To Drive Awareness and Consideration



Comfy Baskets



Comfy Shelf Strip

TV Campaign, Sampling and Special Projects: Women's Hygiene

TV Campaign



Special Projects: Andhra Pradesh/ Telangana



Rural Van Drive

Project Disha: Sampling Activity



Sampled ~2.2 Lakh Consumers across touch points



Hanger Packs

New Product Awareness Drive

- Visibility initiatives were undertaken across different touch points with the objective of building Awareness and Consideration
- These interventions were carried out across all the states of launch



W.H.O. ORS (Liquid)



160ml Bottle Hanger



W.H.O. ORS (Powder)

Sampling: Electro+



Sampling in Golf Tournaments and Marathons to effectively reach the target audience

- AHCL continuously engage with different sporting events considering the relevancy to the categories
- Different sampling activities were undertaken through our association with Professional Golf Tour of India (PGTI) and Marathons



Branding and Sampling – Professional Golf Tour of India (PGTI)



Sampled ~1.4 Lakh Consumers

Branding and Sampling - Marathons

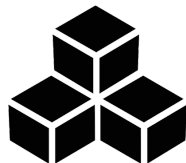
Operations Update – Sales and Distribution



Distribution

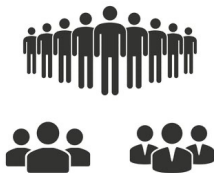


Effective Outlets Coverage
(Avg. Monthly)
6% increase



Sales Infrastructure
(Stockist Network)
Increased by 1%

Sales



Manpower
Decreased by 8%



Productive Calls
Increased by 6%



Manpower Productivity
Increased by 25%



Total Lines Sold
Increased by 32%



Closing Stock
Decreased by 5 days



HR Initiatives

Succession Planning and Career Development Initiatives

Identified potentials from each department and to groom them to the next level

Conducted a strategic leadership program



Training

Sales training for all our field employees (CSEs, ISRs and ABMs)

Employee Engagement Survey

Launched employee engagement survey to assess the engagement level

IT Projects



Information Security & Controls

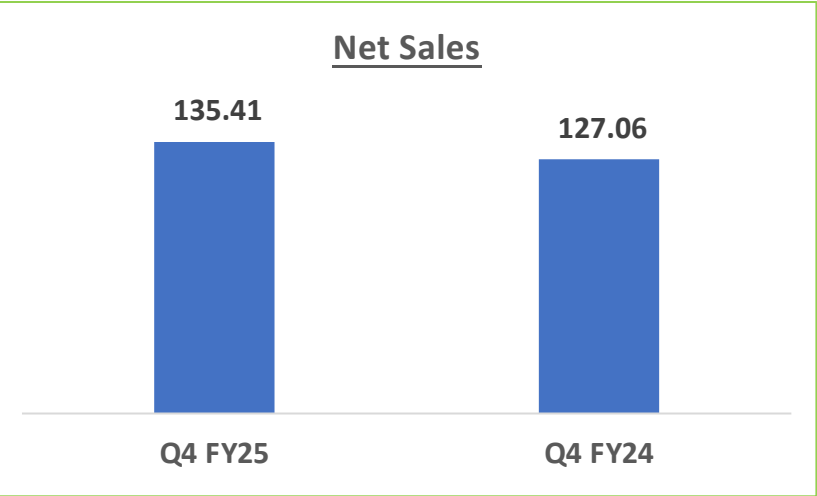
IT General Controls (ITGC) was Audited successfully. Security Operation Center has Gone Live, All Backup using HP Veeam. Drive to protect users from cyber threats and email fraud, improving the legitimacy of delivered using DKIM, SPF & DMARC



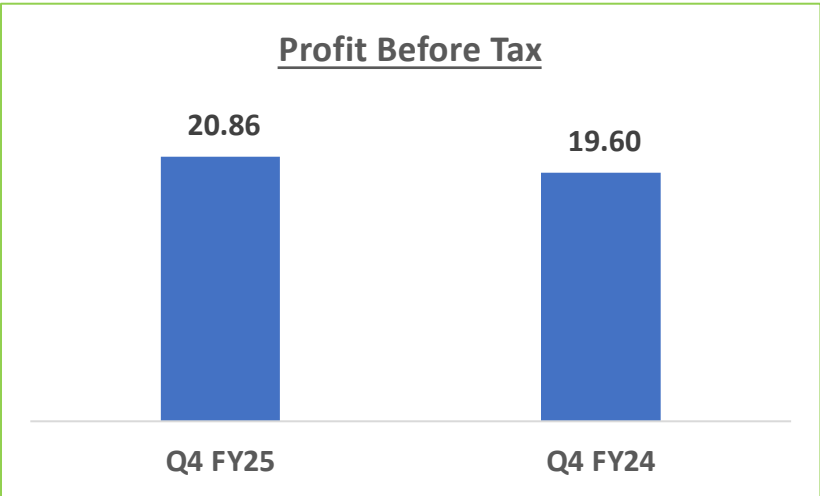
Financials

Financials – Q4 FY25

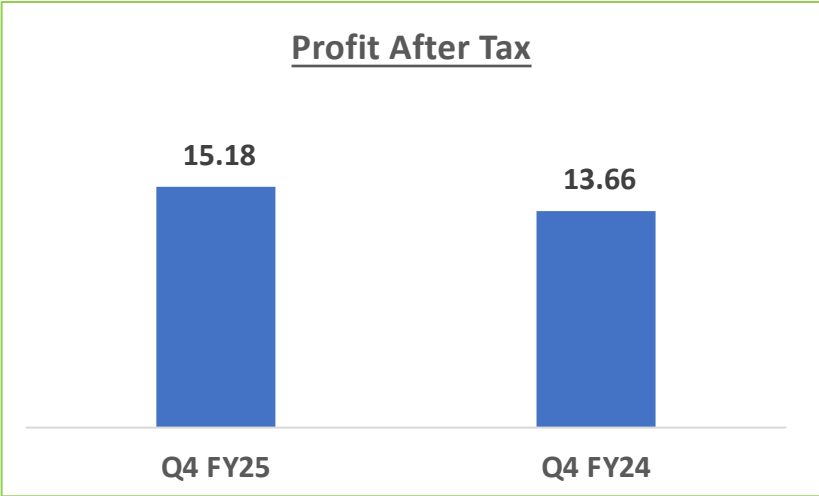
(Rs. in Crores)



Growth: 6.57%



Growth: 6.43%



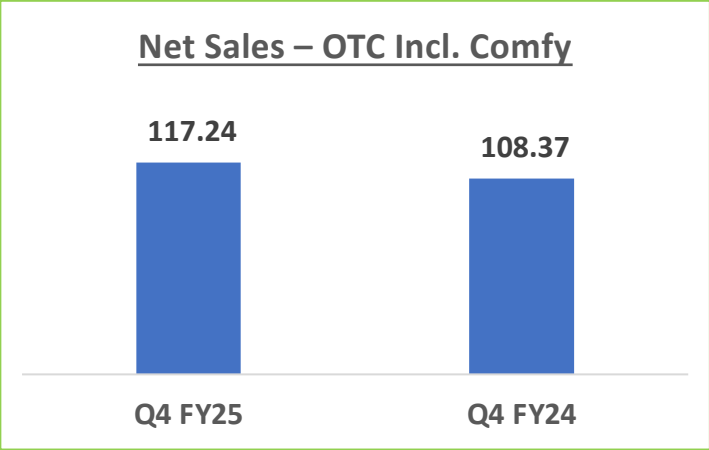
Growth: 11.13%

Sales Growth (Gross Sales):

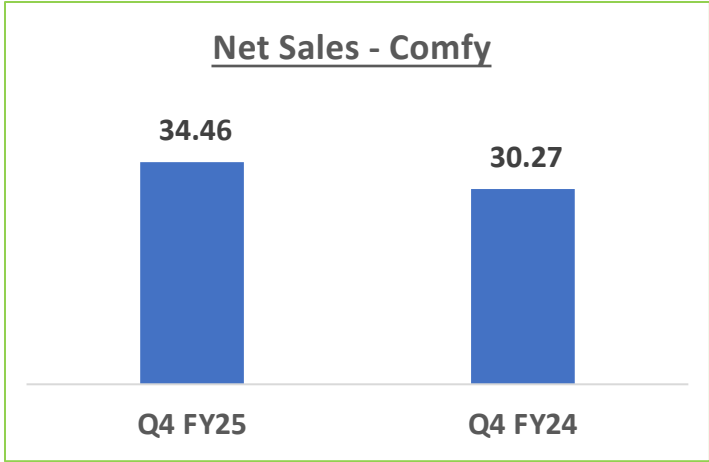
Particulars	Q4 FY25	Q4 FY24	Growth
Revenue from Operations	135.41	127.06	6.57%
Less : Other Operating Revenue	0.19	0.16	
Less : APMC Revenue	0.51	-	
Add : IND AS 115 & Other adjustments	9.84	4.86	
Add : GST	12.45	11.67	
Gross Sales	157.01	143.43	9.47%

Financials – Q4 FY25

(Rs. in Crores)



Growth: 8.18%



Growth: 13.84%

Sales Growth – OTC Incl. Comfy (Gross):

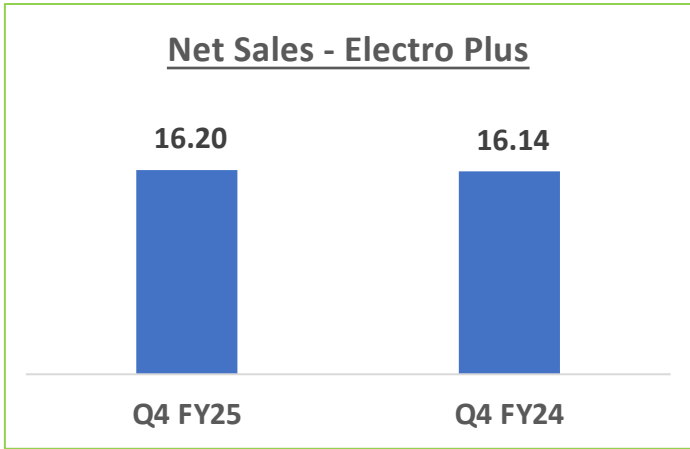
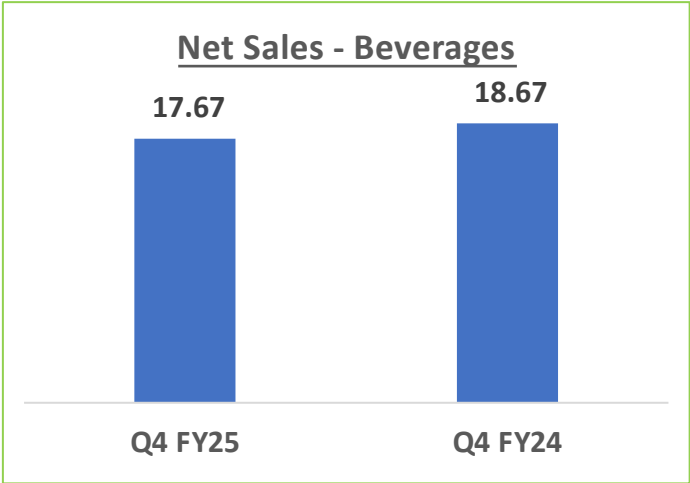
Particulars	Q4 FY25	Q4 FY24	Growth
Revenue from Operations	117.24	108.37	8.18%
Less : Other Operating Revenue	0.19	0.16	
Add : IND AS 115 & Other adjustments	6.37	3.46	
Add : GST	10.11	9.28	
Gross Sales	133.54	120.95	10.41%

Sales Growth – Comfy (Gross):

Particulars	Q4 FY25	Q4 FY24	Growth
Revenue from Operations	34.46	30.27	13.84%
Add : IND AS 115 & Other adjustments	1.90	0.83	
Gross Sales	36.36	31.09	16.94%

Financials – Q4 FY25

(Rs. in Crores)



Growth: 0.37%

Sales Growth - Beverages (Gross):

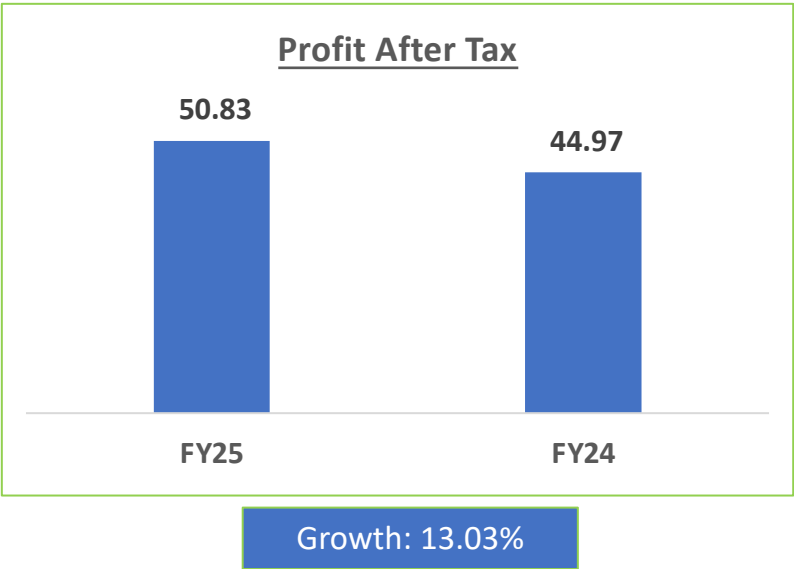
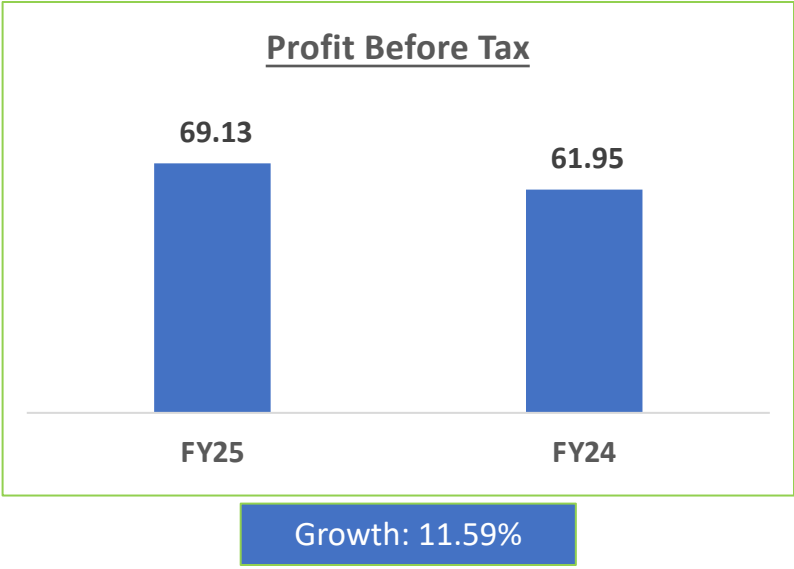
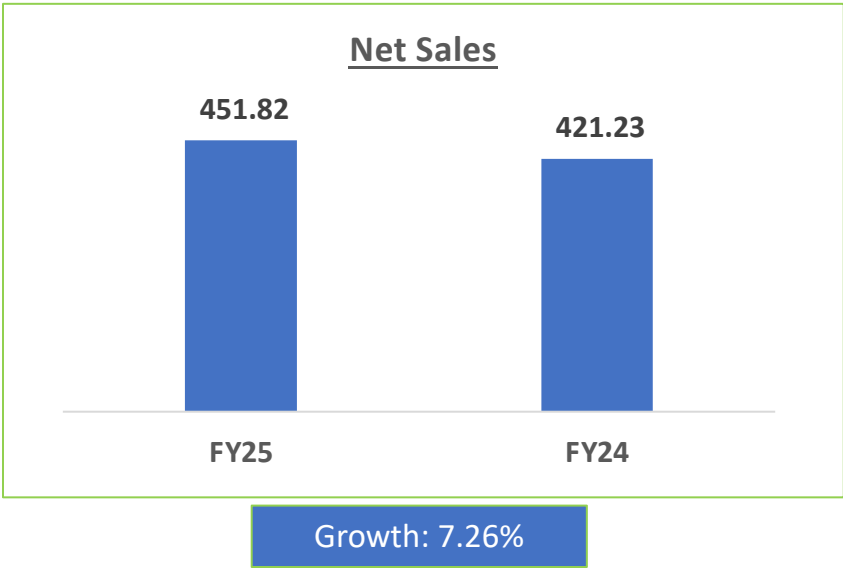
Particulars	Q4 FY25	Q4 FY24	Growth
Revenue from Operations	17.67	18.67	
Add : IND AS 115 & Other adjustments	3.50	1.42	
Add : GST	2.33	2.40	
Gross Sales	23.50	22.48	4.53%

Sales Growth - Electro Plus (Gross):

Particulars	Q4 FY25	Q4 FY24	Growth
Revenue from Operations	16.20	16.14	0.37%
Add : IND AS 115 & Other adjustments	3.50	1.42	
Add : GST	2.13	2.11	
Gross Sales	21.84	19.67	11.01%

Financials – FY25

(Rs. in Crores)

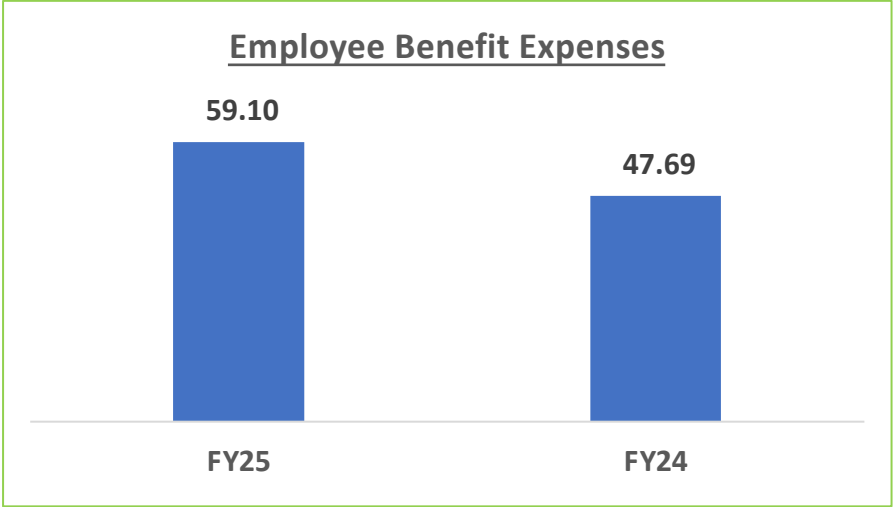


Sales Growth (Gross Sales):

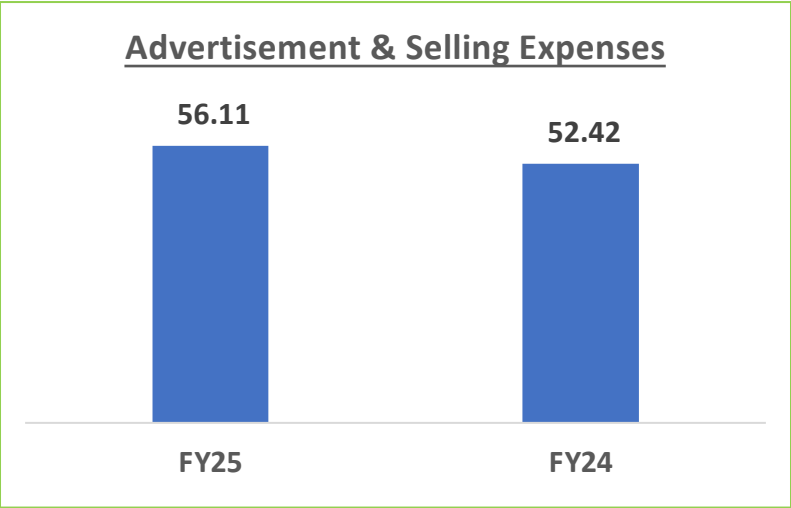
Particulars	FY25	FY24	Growth
Revenue from Operations	451.82	421.23	7.26%
Less : Other Operating Revenue	1.31	1.11	
Less : APMC Revenue	1.39	0.86	
Add : IND AS 115 & Other adjustments	19.40	15.12	
Add : GST	39.77	36.58	
Gross Sales	508.29	470.97	7.92%

Expenses – FY25

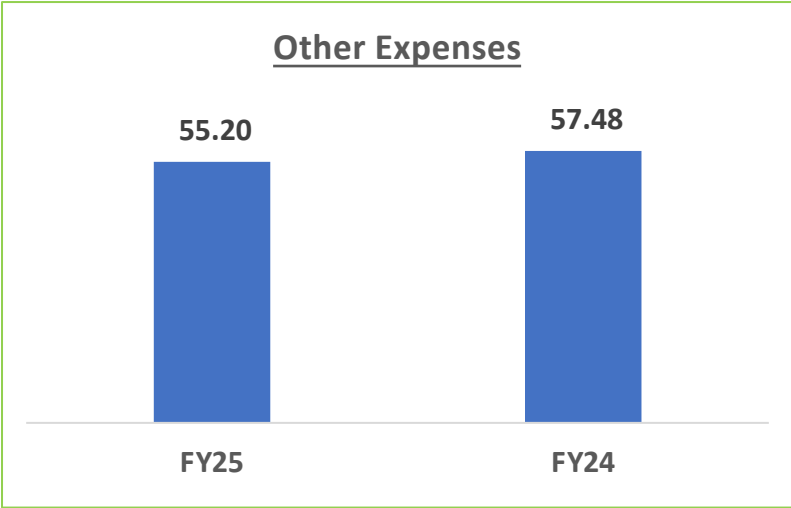
(Rs. in Crores)



Increase: 23.93%



Increase: 7.04%

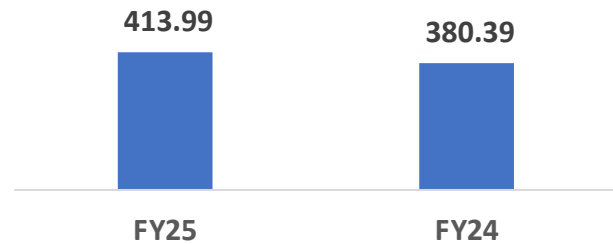


Decrease: 3.97%

Financials – FY25 – OTC Division

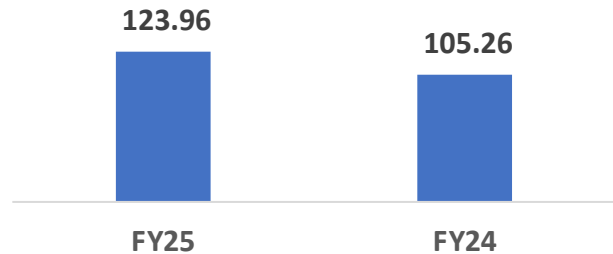
(Rs. in Crores)

Net Sales – OTC Incl. Comfy



Growth: 8.83%

Net Sales - Comfy



Growth: 17.77%

Sales Growth – OTC Incl. Comfy (Gross):

Particulars	FY25	FY24	Growth
Revenue from Operations	413.99	380.39	8.83%
Less : Other Operating Revenue	1.31	1.11	
Add : IND AS 115 & Other adjustments	14.75	12.90	
Add : GST	35.04	31.54	
Gross Sales	462.47	423.73	9.14%

Sales Growth – Comfy (Gross):

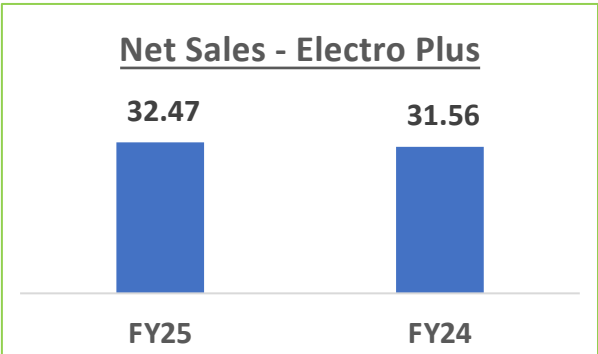
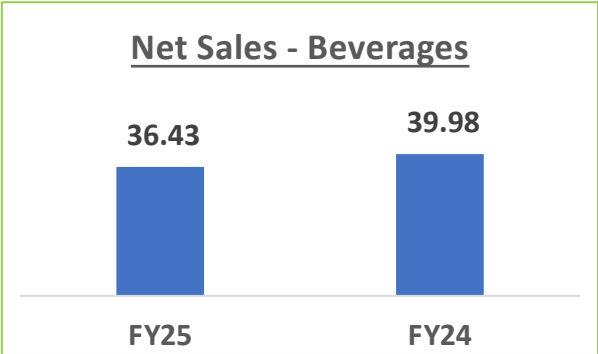
Particulars	FY25	FY24	Growth
Revenue from Operations	123.96	105.26	17.77%
Add : IND AS 115 & Other adjustments	3.75	2.81	
Gross Sales	127.71	108.07	18.18%

Notes:

- Majority of raw material & packing material prices are lower than FY24. Menthol Crystal price is marginally lower than FY24.
- Advertisement spend for FY25 is at Rs. 33.92 Cr against Rs. 30.04 Cr for FY24. Advertisement spend for Comfy is at Rs. 8.03 Cr for FY25 against Rs. 6.47 Cr for FY24.

Financials – FY25 – Beverage Division

(Rs. in Crores)



Growth: 2.88%

Sales Growth - Beverages (Gross):

Particulars	FY25	FY24
Revenue from Operations	36.43	39.98
Add : IND AS 115 & Other adjustments	4.66	2.22
Add : GST	4.73	5.04
Gross Sales	45.82	47.24

Sales Growth - Electro Plus (Gross):

Particulars	FY25	FY24	Growth
Revenue from Operations	32.47	31.56	2.88%
Add : IND AS 115 & Other adjustments	4.66	2.22	
Add : GST	4.22	3.94	
Gross Sales	41.35	37.72	9.61%

Notes:

- Raw Material & Packing material prices are higher when compared to FY24.
- Advertisement spend is at Rs. 5.89 Cr for FY25 against Rs. 5.99 Cr for FY24.
- Business is continuing with cash & carry model for Fruitnik.



Management Commentary

1. The Pain management category's revival in q3 of this fiscal year continued into q4 with growth of 7%
2. The top end and bottom end of the SKUs witnessed growth this year-Roll on, large packs and LUP
 1. The 8ml SKU that contributes to 40% of total category sales remains flat for the year but witnessed revival in H2
 2. Per Kantar, the topical ointments for headache have a house hold penetration of around 50%.
 1. We feel this is low for a category that has been in existence for more than 125 years
 2. LUP packs' growth is a testament to penetration increase both from demand and supply side
 3. The low category penetration is an opportunity to grow brand Amrutanjan further for years to come
 4. Our body pain relief brands posted gross sales growth of 16% growth for the year
 1. The category is now close to 50cr in sales and contributes to 15% of brand Amrutanjan's revenue
 2. We wish to triple sales of this category by FY 28
3. Brand Comfy continues to grow by double digit having posted growth of 18%
 1. This was led by XL pads and there is a clear shift among consumers to longer pads
 2. Our Slims folded pad pads witnessed 3x growth in year 2 of launch
 3. The average category penetration of <40% gives us confidence that brand Comfy has years of growth ahead
 4. The brand cut operating losses by 64% from volume growth and improvement in freight costs
 5. With our captive production asset to go live by q4 of FY 26, we project Gross margins to track to 40% from the current 33% and this would make the brand profitable



4. Ahcl rolled out a new ethical marketing division with a team of 30 medical sales reps to promote existing OTC products
 1. The division also rolled out OTX products in the areas of joint health, analgesics, multivitamins and Probiotics
 2. The division will market to doctors in the states of TN, AP and TG initially
5. Your company also will enter US Amazon market place with the balm range and has tied up with a leading marketing organisation to promote the brand Amrutanjan Relief
6. The Electro+ brand witnessed a 10% growth for the year
 1. The category is under regulatory pressures due to some brands mislabelling falsely as “ORS”
 2. The ORS category is witnessing competitive pressures from pharma and beverage players entry
 3. This is leading to price wars and short term headwinds
 4. Our diverse portfolio focused on various electrolyte and ORS formats will withstand this short term storm by focusing on better consumer understanding, education and relevance
7. Your company continues to grow in the Digitisation journey with 60% of core critical processes now under SAP and other applications.
8. We delivered on our promise to improve operating margins this year with a expansion of 58 bips
9. Broad themes for the company remain
 1. Holistic pain management care through innovative products and focusing on category penetration
 2. Offering affordable high quality period care products
 3. Electrolyte fortified drinks that are a staple in a world that is seeing rising temperatures
 4. In addition to GT and MT channels there is also focus on Ecom and fast growing Quick Commerce channels

